

MASSACHUSETTS WIC APPROVED FOOD GUIDE



1-800-WIC-1007
www.mass.gov/wic



OFFERING FAMILIES
GOOD FOOD & A
WHOLE LOT MORE

WELCOME TO WIC!

**The Massachusetts
Women, Infants, and
Children (WIC) Nutrition
Program is pleased to
present the new WIC
Approved Food Guide.
WIC families now have a
wider variety of healthy,
delicious foods to choose
from at the grocery store.
With fruits, vegetables,
whole grains, and more,
it's now easier for you to
provide foods you
feel good about to
your family.**

**Start off right.
Start with WIC.**



**GOOD FOOD *and*
A WHOLE LOT MORE!**

MILK

Type and size specified on check

Fluid milk: Least expensive brand, Fat Free, 1% Lowfat
NO flavored milk or buttermilk

Only when specified on check:

Fluid milk: Least expensive brand, 2% Reduced Fat, Whole milk

Evaporated or dry milk: Least expensive brand, Whole, Lowfat or Fat Free

Long-Life milk: Any brand, Whole, Lowfat, or Fat Free

Lactose free milk: Any brand (Example: Lactaid)



CHEESE

One package only, up to 16 ounces

Any brand, American, Colby, Cheddar, Monterey Jack, Mozzarella or Muenster

NO deli cheese

NO sliced cheese (except American)

NO string, shredded or imported cheese,

cheese food/product/spread,

individually wrapped slices, snack packs, or flavored cheese.



EGGS

Least expensive brand: Grade A Large brown or white



NO Organic Milk, Cheese, or Eggs allowed.

PEANUT BUTTER

16 to 18 ounce jars

Any brand, Creamy or Chunky

NO flavored, reduced fat, or peanut butter spreads



DRIED BEANS/PEAS

1 pound bag

Any brand or type



CANNED BEANS

15.5 ounce or 16 ounce cans

Plain, mature beans, peas or lentils

Goya or Store Brand

NO green beans, wax beans, or green peas



APPROVED MILK / CHEESE / EGGS / PEANUT BUTTER / BEANS

NO Organic Peanut Butter or Beans allowed.

JUICES

100% fruit juice only

Type and size specified on check

FROZEN

11.5 or 12 ounce cans

Apple: Big Y, Flavorite, Hannaford, IGA, Market Basket, Parade, Red & White, Richfood, Shaws, Shurfine, Seneca (red cans, Granny Smith, Country Style), Stop & Shop, White Rose

Grapefruit: Any brand

Grape: Big Y, Hannaford, Seneca, Shaws, Stop & Shop, Shurfine, Welch's (yellow pull-strip can only)

Mixed blend: Dole 100% juice - Pineapple Orange Banana, Pineapple Orange Strawberry, Orange Peach, Mango, Orange Strawberry Banana

Orange: Any brand

Pineapple: Dole, Market Basket, Stop & Shop

Pineapple/Orange: Any brand

White Grape/White Grape blends: Welch's (yellow pull-strip can only)



JUICES

100% fruit juice only

BOTTLE

64 ounce plastic bottles

NAME BRANDS

Juicy Juice - any flavor

Langers – Apple, Berry, Grape, Punch, Pineapple,
Red Grape, Vegetable, White Grape

Welch's – Purple Grape, Red Grape, White Grape

STORE BRANDS

Approved flavors must state:

“100% juice” **AND** “120% Vitamin C” on the label.

Best Yet, Big Y, Hannaford, IGA, Price Chopper,
Market Basket, Stop & Shop, Shaws, Shurfine, White Rose

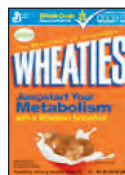


APPROVED JUICES (FROZEN AND BOTTLE)

CEREALS

12.8 oz. boxes or larger. NO single serving packets.
Please see next page for all approved brands.





You can buy 2 boxes of cereal – 12.8 ounces or larger that add up to 36 ounces total.

For example:

Cereal		Cereal	
18 oz.	+	18 oz.	= 36 oz.

Cereal		Cereal	
20 oz.	+	16 oz.	= 36 oz.

Cereal		Cereal	
21 oz.	+	15 oz.	= 36 oz.

APPROVED CEREALS

CEREALS

12.8 ounce boxes or larger, NO single serving packets. These brands only:

NATIONAL BRAND CEREALS:

Cheerios: (plain, Multi Grain)

Chex: (General Mills – Corn, Wheat, Rice, Multi-Bran)

Cream of Wheat: (1 minute, 2 ½ minute, 10 minute)

Cream of Wheat Whole Grain: (2 ½ minute)

Farina

Grape Nuts

Grape Nut Flakes

Kellogg's Complete All-Bran Wheat Flakes

Kellogg's Corn Flakes (plain only)

Kellogg's Crispix

Kellogg's Rice Krispies

Kellogg's Mini Wheats Frosted, bite size

Kellogg's Mini Wheats Frosted, original

Kellogg's Special K

Kix

Maltex

Maypo (Maple, Instant, Vermont Style)

Post Banana Nut Crunch

Post Honey Bunches of Oats (Honey Roasted)

Post Honey Bunches of Oats (Almond)

Post Honey Bunches of Oats – Vanilla Bunches

Quaker Instant Grits (original flavor)

Quaker Life (plain)

Quaker Oatmeal Squares (Hint of Brown Sugar)

Total

Wheaties (plain)

All cereal listed in green are whole grain.

CEREALS

12.8 ounce boxes or larger, NO single serving packets. These brands only:

STORE BRAND CEREALS:

Bran Flakes: Big Y, Great Value, Hannaford, IGA, Market Basket, Ralston, Red & White, Richfood, Shaws, Shurfine, Stop & Shop

Corn Flakes: Best Yet, Big Y, Flavorite, Great Value, Hannaford, IGA, Market Basket, Price Chopper, Ralston, Red & White, Richfood, Shaws, Shurfine, Stop & Shop, White Rose

Frosted Shredded Wheat: Best Yet, Hannaford, Market Basket, Ralston, Richfood, Shaws, Shurfine, Stop & Shop

Nutty Nuggets: Great Value, Hannaford, IGA, Market Basket, Price Chopper, Red & White, Richfood, Shaws, Shurfine, Stop & Shop

Oats & More with Almonds: Hannaford, IGA, Market Basket, Richfood, Shaws, Shurfine, Stop & Shop

Oats & More with Honey: Great Value, Hannaford, IGA, Market Basket, Richfood, Shaws, Shurfine, Stop & Shop

Square-Shaped Corn Cereal/Rice Cereal: Big Y, Great Value, Hannaford, IGA, Market Basket, Price Chopper, Richfood, Shaws, Shurfine, Stop & Shop

Square-Shaped Wheat Biscuits: Hannaford, Great Value, Shurfine

Tasteeo's/Toasted Oats: Best Yet, Big Y, Flavorite, Great Value, Hannaford, IGA, Market Basket, Price Chopper, Ralston, Red & White, Richfood, Shaws, Shurfine, Stop & Shop, White Rose

All cereal listed in green are whole grain.

FRUITS & VEGETABLES

FRESH FRUITS & VEGETABLES

- Any variety of fresh vegetables and fruits
- Bagged salad mixtures, bagged vegetables
- Whole or cut

NO: White potatoes*, items from the salad bar, party trays, fruit baskets, dried fruit, decorative vegetables and fruits (chilies, garlic on a string, etc), painted pumpkins, nuts, including peanuts, fruit/nut mixtures, herbs, spices, salad dressing, croutons

FROZEN VEGETABLES

- Any brand and size
- Any plain vegetable, plain vegetable mixtures (without white potatoes*)
- Beans of any kind
- Any package type (bag, box)
- With or without salt

NO: White potatoes*, french fries, hash browns, tater tots, other shaped potatoes, vegetables with sauces (cheese sauce, teriyaki sauce, buttered, seasoned, breaded, etc), vegetables mixed with pasta, rice, or any other ingredient, added fat, oil, sugar

FROZEN FRUITS

- Any brand with no added sugar
- Any plain fruit, plain fruit mixtures

NO: Fruits with added sugar, ingredients other than fruit, artificial sweeteners

CANNED VEGETABLES

- Any brand and size
- Any plain vegetable, plain vegetable mixtures (without white potatoes*)
- Any container type (metal, plastic, glass)
- Regular, low sodium
- Green beans, wax beans or green peas allowed

NO: White potatoes*, pickled (sauerkraut), creamed vegetables (including corn), or sauced vegetables, baked beans, pork & beans, and canned or dried beans/peas purchased with your regular WIC check, soups, ketchup, relishes, olives, vegetables with added sugar, fats, oils

***White potatoes are any potatoes other than sweet potatoes and orange yams.**

CANNED TOMATO PRODUCTS

- Any brand and size
 - Metal cans only
- Pastes, purees, whole, crushed tomatoes

NO: Soups, salsa, sauces (pizza, spaghetti, or tomato), ketchup, stewed and diced tomatoes, added sugars, seasonings, fats, oils

CANNED FRUITS

- Any brand and size packed in water or juice
- Any plain fruit, plain fruit mixtures (except fruit cocktails)
 - Any container type (metal, plastic, glass)
- Applesauce – ‘No sugar added’ or ‘unsweetened’ varieties only
 - 100% canned pumpkin

NO: Fruit cocktails, cranberry sauce, pie fillings, any syrup (heavy, light, ‘naturally light’, extra light, etc.), added sugar (‘lightly sweetened in fruit juice’, etc.), nectar, added salt, fat, oils, products with artificial sweeteners

HOW TO USE A FRUIT AND VEGETABLE CHECK

The Fruit and Vegetable Check will look and be used just like a regular WIC check with the following differences:

- The Fruit and Vegetable Check will have a maximum dollar amount written on it.
- Your fruit and vegetable purchase must be equal to or less than the value of your fruit and vegetable check.
For example: \$6, \$8, or \$10.
- No change will be given and you cannot pay the difference.

WHOLE GRAIN OPTIONS

WHOLE GRAIN BREAD

16 ounce package

Arnold: Stone Ground 100% Whole Wheat Bread, Select Wheat Sandwich Rolls

Gold Medal: Wheat with Flax Bread

Pepperidge Farm: Stone Ground 100% Whole Wheat Bread, Very Thin Slice
Soft 100% Whole Wheat Bread, Whole Grain Rye Seeded Bread

Sunbeam: 100% Whole Wheat Bread

Wonder: 100% Soft Whole Wheat Bread

Store Brands: Market Basket Wheat with Flax Bread, Shaws (No Salt Added),
Shaws Wheat with Flax Bread, Stop & Shop Wheat with Flax Bread, Stop & Shop 100%
Whole Wheat Bread (No Salt Added)



TORTILLAS

16 ounce package

Chi-Chi's, Mission, and Hannaford Soft Corn Tortillas or Whole
Wheat Tortillas (package must state 100% whole wheat on front label)
Wraps not allowed



BROWN RICE

16 ounce package

Any brand, Regular, Quick, or Instant



SOY OPTIONS

(May be restricted to certain medical conditions)

SOY MILK

quart, shelf stable

Pacific Natural Foods Ultra Soy

half gallon, refrigerated

8th Continent Original Soymilk

(Plain only)



TOFU

16 ounce package

Nasoya: Cubed Super Firm Tofu, Firm Tofu, Lite Firm Tofu, Lite Silken Tofu, Soft Tofu (Organic tofu allowed)



BABY FOOD – FRUITS AND VEGETABLES

4 ounce jars

NO DHA Plus™ allowed

Beech-Nut

Stage 2 Fruits: 'Single Fruit' varieties only: Applesauce, Chiquita Bananas, Pears

Stage 2 Vegetables: 'Single Vegetable' varieties only: Butternut Squash, Tender Sweet Carrots, Tender Golden Sweet Potatoes, Tender Young Green Beans, Tender Sweet Peas



BABY FOOD – MEATS

2.5 ounce jars

NO DHA Plus™ allowed

Beech-Nut

Stage 1: Beef and Beef Broth, Chicken and Chicken Broth, Turkey and Turkey Broth



INFANT CEREAL

8 ounce boxes

Beech-Nut Cereal: Rice, Oatmeal, Barley or Multigrain – plain cereal without fruit or formula



INFANT FORMULA

Brand, size, and type listed on check



For Fully Breastfeeding Women Only:

TUNA FISH

5 ounce can

Any brand, Chunk light packed in water

PINK SALMON

5 or 6 ounce cans

Any brand, Pink Salmon packed in water or oil, skin and bones allowed

SARDINES

3.75 ounce can

Least expensive brand, packed in water or oil, skin and bones allowed,
flavorings allowed

For Fully Breastfeeding Multiples Only:

BREAD

24 ounce breads

Arnold: Whole Grain Classic 100% Whole Wheat Bread

Pepperidge Farm: Whole Grain 100% Whole Wheat Bread

Wonder: 100% Stoneground Whole Wheat Bread

HOW TO USE A WIC CHECK

FOLLOW THESE STEPS:

1. Check the dates! Use your checks between the dates listed on the top right hand corner of the check.
2. Only buy foods listed on your WIC check. Select the correct package sizes. Refer to the WIC Approved Food Guide for all authorized WIC foods.
3. Separate your WIC foods from your other foods. Group WIC foods together according to what is listed on the check. If you are using more than one WIC check, separate the items for each check.
4. The cashier will ring up your items and write in the total dollar amount of your WIC foods.
5. The cashier will hand you back the check to sign in the lower right hand corner. Never sign a WIC check before the actual dollar amount has been written on the check.
6. Show the cashier your WIC Gold Card. The cashier will match the signature on the check with the signature on the WIC Gold Card.

The image shows a sample of a Commonwealth of Massachusetts WIC Program check. It is a form with several sections. At the top, it says "THIS DOCUMENT CONTAINS THE FOLLOWING SECURITY FEATURES: VOID PHOTOGRAPH, MICROPRINTING AND WATERMARK ON BACK." Below this, it says "Commonwealth of Massachusetts WIC Program". The form has fields for "Participant Name", "Vendor ID", "Check #", and "First Use Date". There is a large "Amount" field and a "Food (No Substitutions)" field. A note states: "Improper use of this check is subject to State and Federal prosecution." Below this is a box for "Actual Purchase Price" with a dollar sign and a space for the amount. At the bottom right, there is a signature line with the text "I guarantee the correct price was written above". A WIC logo is in the bottom left corner. A disclaimer at the bottom states: "Unauthorized Vendors May Not Accept This Check. Vendor must deposit within 60 days of 'First Use Date'".

1. First Use Date

2. Amount

4. Actual Purchase Price

5. Signature area

SHOPPING TIPS AND REMINDERS:

- Handle your WIC checks carefully-they are like cash. Lost checks are not replaceable.
- Call your WIC office right away if something happens to your checks.
- Shop only at WIC approved stores. To find a store near you, see the list of WIC Approved Grocery Stores on the Massachusetts WIC Program website (www.mass.gov/wic) or contact your local WIC program.
- You do not have to buy all the items listed on the WIC check.
- Buy the least expensive brand of milk and eggs. Least expensive is defined as the least expensive product on the shelf at the time of purchase.
- Always take your WIC Gold Card and your WIC Approved Food Guide with you when you shop for WIC foods.

To find out about WIC, call 1-800-WIC-1007 or a program near you.

BOSTON AREA

Blue Hill Corridor	(617) 822-5584
Brighton/Roslindale	(617) 254-0492
Cambridge/Somerville	(617) 666-5059
Chelsea/Revere	(617) 887-4340
Dorchester North	(617) 825-8994
Dorchester South	(617) 825-0805
East Boston	(617) 568-6400 x0
Jamaica Plain	(617) 983-6086
Roxbury	(617) 989-3055
South Boston	(617) 464-5850
South Cove	(617) 521-6777
South End	(617) 425-2070

CAPE

Cape Cod	(800) 942-2445
Outer Cape	(800) 675-1188

CENTRAL

Framingham/Waltham	(508) 620-1445
North Central	(978) 345-6272 x1
South Central	(508) 765-0139
Worcester	(508) 860-7744

NORTHEAST

Lawrence	(978) 681-4960
Lowell	(978) 454-6397
North Shore	(781) 599-7290
North Suburban	(781) 338-7578
Northern Essex	(978) 374-2191

SOUTHEAST

Brockton	(508) 588-8241
Fall River	(508) 679-9349
New Bedford	(508) 997-1500
Plymouth	(508) 747-4933
Quincy	(617) 376-4190
Taunton/Attleboro	(508) 823-6346 x227

WESTERN

Berkshire North	(413) 445-9429
Berkshire South	(413) 528-0457
Franklin/Hampshire/No. Quabbin	(413) 376-1160
Holyoke/Chicopee	(413) 534-2460
Springfield North	(413) 737-8868
Springfield South	(413) 693-1029



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Nutrition Division • MA Department of Public Health
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